

Message Text

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ACTION ARA-10

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TO USIA WASHDC

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USIA FOR ILA

E.O. 11652: N/A

SUBJECT: COLOR TV DEMONSTRATION AT TENTH INTERNATIONAL
PACIFIC FAIR

REF: USIA 7336

1. POST BELIEVES AMERICAN ELECTRONICS INDUSTRY WILL
BENEFIT BY DEMONSTRATION OF NTSC SYSTEM AT US PAVILION
AT TENTH INTERNATIONAL PACIFIC FAIR (NOVEMBER 16-27, 1977).
EIA MEMBERS SHOULD GIVE SERIOUS CONSIDERATION TO FACT
THAT ALL EQUIPMENT BROUGHT TO PERU FOR DISPLAY AT US
PAVILION CAN BE SOLD. TELECENTRO (PROGRAM PRODUCER)
AND ALL THREE TV NETWORKS HAVE EXPRESSED TO EMBASSY
INTEREST IN ACQUIRING WHATEVER IS SHOWN. MOREOVER,
DOLLARS FOR PURCHASES MADE AT FAIR ARE NOT COUNTED AGAINST
IMPORTERS' ANNUAL DOLLAR QUOTA ALLOCATIONS. THE DEMAND
FOR US-MANUFACTURED COLOR TV EQUIPMENT EXISTS BUT IS
FRUSTRATED BY INABILITY TO OBTAIN NECESSARY HARD
CURRENCY FROM GOVERNMENT THROUGH NORMAL PROCEDURES.

2. IN JANUARY, CHANNEL 4 BEGAN BROADCASTING SOME
PROGRAMS IN COLOR USING NTSC SYSTEM. IT IS UTILIZING
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A PORTABLE CAMERA, SUITABLY MOUNTED, FOR FILM CHAIN.
CAMERA IS NATIONAL PANASONIC BOUGHT AT 1975 PACIFIC
FAIR. CHANNEL 5 HAS ON ORDER SLIGHTLY BETTER MODEL
CAMERA FROM NATIONAL. AS SOON AS IT ARRIVES FROM
JAPAN AND CAN BE INSTALLED, CHANNEL 5 WILL ALSO BEGIN
BROADCASTING ALL FILMS IN COLOR. CHANNEL 7 (ENRAD-PERU)
HAS NO COLOR FILM CHAIN EQUIPMENT. NO LOCAL TV STATION

HAS 2 INCH COLOR VTR CAPABILITY.

3. AMBASSADOR DEAN AND PAO HANSEN MET WITH NEW DIRECTOR OS SISTEMA NACIONAL DE INFORMACION-SINADI, GENERAL CESAR VINATEA ON MARCH 10. AMBASSADOR POINTED OUT MANY ADVANTAGES NTSC SYSTEM FOR LATIN AMERICAN COUNTRIES. VINATEA AGREED THAT NTSC WAS BEST FOR PERU BUT GAVE NO INDICATION WHEN GOP DECISION WOULD BE MADE. WHILE GOP HAS STILL NOT OFFICIALLY SELECTED COLOR TV SYSTEM, CIRCUMSTANCES MAY FORCE A DECISION BEFORE END OF THE YEAR. SINADI HAS NOT ORDERED CHANNEL 4 TO STOP TRANSMITTING IN COLOR BUT IT DID WARN THE MANAGERS OF BOTH CHANNELS 4 AND 5 IN WRITING ON FEBRUARY 22 NOT TO PUBLICLY COMMENT ON MATTERS RELATED TO COLOR TV UNTIL SUCH TIME AS THE GOP MAKES DECISION ON SYSTEM. DESPITE UNCERTAINTIES, TELECENTRO AND TWO COMMERCIAL STATIONS PLAN TO ACQUIRE NTSC EQUIPMENT AS QUICKLY AS POSSIBLE WITHIN THE LIMITS OF HARD CURRENCY AVAILABILITY.

4. IT IS NOW THAT US MANUFACTURERS SHOULD BE PROMOTING SALES. ONCE DOLLARS BECOME AVAILABLE IT MAY BE TOO LATE. GERMANS ARE STILL PUSHING HARD FOR ADOPTION OF PAM-M SYSTEM IN PERU. IT IS RUMORED FRG IS OFFERING ENRAD-PERU \$1 MILLION WORTH OF PAL EQUIPMENT AS A GIFT. THIS WOULD GIVE GOVERNMENT STATION VESTED INTEREST IN EVENTUAL SELECTION THAT SYSTEM. NATIONAL (JAPAN) IS REPORTEDLY CONSIDERING IMPORTATION AND/OR ASSEMBLY OF UP TO 1000 UNITS COLOR TV RECEIVERS (NTSC SYSTEM) THIS YEAR. VERY FLUID SITUATION AND US SHOULD NOT BE CAUGHT LIMITED OFFICIAL USE

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ASLEEP.

5. BEST PROSPECTS FOR COLOR TV DISPLAY AND SALE AT TENTH PACIFIC FAIR ARE: COMPLETE COLOR PRODUCTION CENTER INCLUDING COLOR CAMERAS, QUADRIplex TAPE MACHINES, SEITCHER/FADER, EFFECTS GENERATOR, INTERCOM, ETC. POST SUGGESTS THAT THIS CENTER COULD BE SET UP AT THE FAIR AND THAT LIVE PROGRAMMING FROM THE FAIR BE MICRO-WAVED BACK TO LOCAL CHANNEL FOR BROADCAST. WE HAVE HAD STRONG INDICATION FROM CHANNEL 4 THAT THEY ARE WILLING TO BROADCAST FROM FAIR AND THEN BUY THE EQUIPMENT. IT IS WORTH NOTING THAT CHANNEL 4, UNLIKE TELECENTRO HAS AMPLE RESOURCES IN LOCAL CURRENCY.

6. POST FEELS SOFTWARE SALES FROM US MUCH MORE LIKELY IF NTSC ADOPTED. PAL-M WOULD BE LIKELY TO INCREASE PENETRATION BY SPAIN.

7. COMATT KOHN WILL BE IN DEPARTMENT APRIL 18-21 ON

CONSULTATION. HE WOULD BE PLEASED TO MEET WITH EIA
REPS OR INDIVIDUAL TELECOMMUNICATIONS COMPANIES TO
PROVIDE MORE DETAILS ON TENTH PACIFIC FAIR AND SALES
PROSPECTS FOR COLOR TV EQUIPMENT IN PERU.
HANSEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, TELEVISION BROADCASTING
Control Number: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
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Original Classification: LIMITED OFFICIAL USE
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Previous Handling Restrictions: n/a
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Review Action: RELEASED, APPROVED
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Review Exemptions: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
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